

## Message Text

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INFO OCT-01 NEA-10 ISO-00 EB-07 RSC-01 /019 R

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NEA/EGY:LWSEMAKIS (INFO)

BIC/CAGNE/RMCCAULEY (PHONE)

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R 202159Z NOV 74

FM SECSTATE WASHDC

TO AMEMBASSY CAIRO

UNCLAS STATE 256170

E.O. 11652: NA

TAGS: BEXP, BTRA, EG

SUBJECT: EGYPTIAN PARTICIPATION IN COMMERCIAL EXHIBITIONS IN  
THE UNITED STATES

REF: A. CAIRO A-131, 9236 B. STATE A-2763

1. REGRET DELAY IN ANSWER TO REPAIR, HOWEVER MUCH OF  
INFORMATION REQUESTED BY SALAM IS DIFFICULT TO OBTAIN AND  
IN SOME INSTANCES VIRTUALLY NON-EXISTANT.
  
2. DURING 1975 THERE WILL BE MORE THAN 4,000 CONVENTIONS,  
EXHIBITIONS, TRADE SHOWS, AND CONGRESSES IN THE U.S. OF  
EVERY CONCEIVABLE CATEGORY OF EQUIPMENT AND SERVICES RANGING  
FROM ENERGY TO POULTRY AND BUILDING TO SPECTROSCOPY. THESE  
EVENTS WILL BE REGIONAL, NATIONAL AND MANY INTERNATIONAL IN  
SCOPE WITH SOME PURELY TECHNICAL IN NATURE; OTHERS ONLY  
EXHIBITING EQUIPMENT AND SERVICES AND STILL A LARGER PORTION  
BEING A COMBINATION OF BOTH. MOREOVER, THESE EVENTS ARE  
VIRTUALLY ALL PROMOTED AND MANAGED BY DIFFERENT GROUPS,  
INSTITUTIONS, ASSOCIATIONS, AND PROFESSIONAL SHOW ORGANIZERS.  
THERE IS NO SINGLE ORGANIZATION IN GOVERNMENT OR INDUSTRY  
RESPONSIBLE FOR U.S. TRADE SHOWS, INTERNATIONAL OR OTHERWISE.

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MANY REGIONAL AND NATIONAL SHOWS FOR CERTAIN PRODUCT

CATEGORIES ARE MORE IMPORTANT FOR THE FOREIGN VISITOR SEEKING PRODUCTS, SERVICES AND TECHNOLOGY THAN SOME INTERNATIONAL EVENTS HELD IN THE U.S. THE MOST COMPLETE LISTING OF ALL CONVENTIONS AND TRADE EVENTS HELD IN U.S. IS PUBLISHED BY SM (SALES MEETINGS MAGAZINE) AVAILABLE FOR U.S. DOLLARS 22 PER YEAR SUBSCRIPTION FROM DIRECTORY OF CONVENTIONS, 633 THIRD AVENUE, NEW YORK, NEW YORK 10017 (TELEPHONE 212-986-4800). DIRECTORY ALSO LISTS IMPORTANT INTERNATIONAL EXHIBITIONS. SINCE SALAM LETTER DOES NOT INDICATE SPECIFIC BUSINESS OR PRODUCT INTERESTS, THE SM DIRECTORY IS RECOMMENDED.

3. USDOC IS NOW PREPARING LIST OF U.S. SHOWS FOR PARTICIPATION UNDER FOREIGN BUYER PROGRAM FOR PERIOD MAY 1975 - JUNE 1976. THIS LIST, FOLLOW-UP TO REPAIR B, WILL BE FORWARDED ALL POSTS BY AIRGRAM ON OR ABOUT DECEMBER 1, 1974. THIS GIVES SHOW MANAGEMENT CONTACTS, PRODUCT COVERAGE, DATES AND PLACE. WE BELIEVE THESE EVENTS WILL BE OF MOST INTEREST TO SALAM.

4. INTERNATIONAL TRADE SHOWS OUTSIDE U.S. ALSO LISTED IN SM DIRECTORY. USDOC PARTICIPATES IN 15-20 THESE SHOWS EACH YEAR WITH MANY OTHER SHOWS HELD AT U.S. TRADE CENTERS THROUGHOUT WORLD. LIST OF THESE EVENTS BEING AIRMAILED SOONEST. CONTACT IS USDOC FOR THESE SHOWS IS DIRECTOR, OFFICE OF INTERNATIONAL MARKETING, BUREAU OF INTERNATIONAL COMMERCE, WASHINGTON, D.C. 20230.

5. USDOC UNAWARE OF ANY ARRANGEMENTS FOR FREE EXHIBIT SPACE EITHER BY PRIVATE TRADE SHOW PROMOTERS OR IN GOVERNMENT SPONSORED EXPOSITIONS OR PAVILIONS. SINCE EACH U.S. SHOW IS SPONSORED BY ORGANIZATIONS OUTSIDE GOVERNMENT, FREE SPACE WOULD NECESSARILY REQUIRE NEGOTIATION WITH INDIVIDUAL SHOW ORGANIZERS. THE U.S. GOVERNMENT OFTEN FINDS IT DIFFICULT TO OBTAIN FREE SPACE IN THESE SHOWS.

6. REGARDING STATEMENT ON U.S. EXPORT-IMPORT TRADE WITH OTHER COUNTRIES, BUREAU OF CENSUS PUBLISHES ANNUALLY A COMPREHENSIVE "GUIDE TO FOREIGN TRADE STATISTICS."  
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THIS COMPILATION OF STATISTICS (200 PAGES) IS DESIGNED TO MEET THE NEEDS OF A VARIETY OF USERS. GOVERNMENTS GENERALLY USE THE STATISTICS IN DEVELOPING TRADE FIGURES IN BALANCE OF PAYMENTS ACCOUNTS, TO ANALYZE MAJOR MOVEMENTS OR TRENDS (COMMODITY AND GEOGRAPHIC) IN INTERNATIONAL TRADE, AND IN PROGRAMMING EXPORT EXPANSION ACTIVITIES. ALL COMMERCIAL LIBRARIES ABROAD HAVE BEEN PROVIDED COPIES OF THIS IMPORTANT REFERENCE DOCUMENT.

IF POST DOES NOT HAVE COPY PLEASE ADVISE. SHOULD ADDITIONAL  
INFORMATION BE NEEDED WE WILL NEED MORE SPECIFICS.

7. DEVELOPMENT OF U.S. COMMERCIAL RELATIONS AND  
EXPORT PROGRAMS WITH NEAR EAST IS CURRENTLY BEING  
FORMULATED. NEWLY FORMED USDOC "COMMERCE ACTION  
GROUP FOR NEAR EAST (CAGNE) IS CONTACT. INGERSOLL

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## Message Attributes

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**Concepts:** n/a  
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